

DATA INTEGRATION WITH INTERACTIVE VOICE RESPONSE SYSTEMS

ABSTRACT OF THE DISCLOSURE

5 A method and system is provided for data integration with interactive voice
response systems. A telephony server receives a request for a call-back, issued by a user at
a user station by selecting telephone information service via a web browser. The request
may include a phone number to be used for the requested call-back and relevant customer
information. The telephony server then places a phone call to a call center that provides
10 the telephone information service and that includes comprising an interactive voice
response system, an automatic call distributor, and a customer relation management
system. The call, placed by the telephony server to the call center, delivers information
relevant to the request to the automatic call distributor and the customer relation
management system based on an interactive voice response tree used by the interactive
15 voice response system.